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Title of Work: *Stick It Up Your Nose: Discovering Your Hidden Creative Ability*

Creator: Dr. Gene W. Poor

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Description / Subject

Stick It Up Your Nose – Discovering Your Hidden Creative Ability is Dr. Gene W. Poor’s irreverent, humorous, and deeply honest exploration of how creativity works—and how most people lose access to it as they grow up. Poor argues that all humans are born with powerful creative instincts, but schooling, social pressure, and fear slowly bury those instincts under rules, expectations, and self-doubt.

The book challenges readers to reclaim their natural inventiveness, to question the myths that kill creativity, and to dig out what Poor calls “the ability that’s been hiding right under your nose.” Drawing on decades of experience as an educator, entrepreneur, designer, and animatronics pioneer, Poor delivers a playful but pointed message: creativity can be revived, trained, and unleashed at any age.

Digitized and preserved for educational and historical reference by Dr. Gene W. Poor, November 2025.

An irreverent, funny, and insightful guide to rediscovering the creativity you were born with—and probably educated out of.

Stick it up your nose!



Discovering your hidden creative ability.

Gene W. Poor

Dr. Gene Poor is the first Scott Hamilton Endowed Professor of Entrepreneurship in The College of Business at Bowling Green State University and Director of the Entrepreneur Program. He also serves as Professor Emeritus in the College of Technology where he conceived and launched the Visual Communication Program. In addition to his academic roles, Poor is also the founder of LifeFormations—an innovative animatronic company that designs and builds life-like characters for theme parks, visitor centers, museums and retail establishments. Dr. Poor has received numerous awards and citations including the Student Alumni Association Master Teacher (considered the highest honor given to the faculty at BGSU), Kent State University Distinguished Alumni Award, and the Ernst and Young Entrepreneur of the Year.



This is a book to help you find your creative inner-child. The child who knows the way to have fun, play, and be curious. The child that could sing, dance, draw, paint, build, and role play with the best of them. The child who didn't want to go to bed because they were having too much fun. The child who couldn't wait to get up in the morning so they could begin their creative adventure all over again. Those creative abilities are still inside you. They're simply part of what it means to be human. It's just that they have become atrophied from lack of use—just like a muscle!

